

# Online Poster Presentation to Activate Students' Writing Ability

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## Online Poster Presentation to Activate Students' Writing Ability

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### ABSTRACT

Exposing writing skill of the students is difficult since this skill needs more effort to learn. Teachers are trying to apply any technique to rise up students' motivation in writing. But these do not give significant effect to the students. They still think writing as hard skill so they are difficult to find ideas as the topic and start to write. Writing is a medium of communication that represents language through the inscription of signs and symbols. In most languages, writing is a complement to speech or spoken language. Within a language system, writing relies on many of the same structures as speech, such as vocabulary, grammar and semantics, with the added dependency of a system of signs or symbols, usually in the form of a formal alphabet.

Knowing these circumstances, online poster as one piece of graphic art who has style, flow, which contains of communicative image and phrase or sentence and the trend of its own that cannot be separated from a times will be as one of techniques to stimulate students to find their ideas, to improve their topic, and at the end ease them to start their writing. Therefore, online poster should be used by teachers as one of prospective techniques to activate students' writing ability.

Key words: *Online poster presentation, writing.*

## Introduction

For most learners, writing skill is the most difficult skill in learning English. Since English learned as foreign language, people, especially students need to have extra effort to get a good writing skill. Some problems such as finding ideas, mapping, and outlining are some factors as the causes of students difficult to improve their writing ability, even for writing a simple text. They still have difficulty in starting to write something and formulate a good text.

Writing is a medium of communication that represents language through the inscription of signs and symbols. In most languages, writing is a complement to speech or spoken language. Harmer (2003) states that within a language system, writing relies on many of the same structures as speech, such as vocabulary, grammar and semantics, with the added dependency of a system of signs or symbols, usually in the form of a formal alphabet. The result of writing is generally called *text*, and the recipient of text is called a reader. Motivations for writing include publication, storytelling, correspondence and diary. To activate writing skill of students, teachers need to use variant strategies in teaching. One of them is poster. Poster will be more alive in activating students' writing skill when it is made in the online world. So, online poster will be good strategy to activate students' writing skill.

This study is designed in descriptive qualitative one to get the detail elaboration about students' writing skill. It needs extra effort to "push" students to write. Online poster is one of the strategies to cope students' boredom in starting to write. The study found that through the activity of making online poster in the class, students are engaged to find ideas, browse some references, compile it becomes a good mixed between note, pictures, and explanation from the voice recording. Every student is motivated to write parts of text which to be his/her part. Activity which liked most by the students is arranging the pictures to support the text or explanation. Here students are quite challenged. They have to combine their text they have written with some pictures or photos, so the poster will be communicative.

Through this strategy, students have different way to write something. As the result, their writing skill will be improved because they are well motivated in a different strategy.

## Writing

### The Definition of Writing

Writing is essential for sharing information and documenting ideas. Building writing skills takes practice and hard work. Students must be taught the basics before they can be expected

to produce quality writing. Once student master the basics, they will be ready to write both creatively and for a purpose. Finch and Crunkilton said that “competence means the mastery of tasks, skills, behaviors, and rewards necessary for the success or an achievement”.

Mandenhall (2012) adds that competence is the ability in the subject and the lab to be possessed by the graduates; capabilities that should be done by the student. Basically, two opinions have the same idea about the notion that at its core competence refers to the ability of students to do something by a certain standard. The basic competence comes from the first skill of writing. It is handwriting. Handwriting is the first in a series of skill that emergent writers develop. Though very basic, handwriting is important to academic success because handwriting forms a connection between the writer letter and the sound it represents. As students improve their hand writing skills, they become more confident in their writing ability. Student who struggle with handwriting are often frustrated with written expression and begin to dislike the writing process. Student can trace letter, “draw” letters in paint or shaving cream, use tweezers to move small objects and complete connect-the-dot pictures to build handwriting skills.

Some elements as the content of writing are as follows:

**a. Identification**

Identifying aspects of the written word is an essential skill for emergent writers. When teaching writing at any level, identification strategies are used to improve writing. Beginning writers should be able to identify uppercase and lowercase letters and sounds associated with letters. As writing skills become more fluent, students should be taught to identify complete sentences, sentence fragments and run-ons. Students should also be able to identify topic sentences and supporting details. These identification strategies are skill that creates strong writers. Help student master identification skills through use of graphic organizers, peer editing and exposure to good writing samples.

**b. Mechanics Grammar**

Mechanics Grammar, spelling, punctuation, or organization is important aspects of writing. Often, it is assumed that writers possess these basic skills, and therefore, both student and teachers are frustrated when they are not evident. Proper use of grammar and sentence structures makes student’s writing more effective. Spelling is equally as important because student may not use words they are not sure how to spell. Punctuating sentences give added meaning of writing, and organization of words and ideas is also imperative to getting a point across. Grammar and spelling can be taught through repetition and drill. Direct instruction in

grammar is necessary for student to master this writing skill. Help student build confidence in their writing skills by helping them edit mechanical mistakes in their writing, or by allowing them to dictate ideas to you.

### **c. Content**

The most important aspect of writing, for many people is the content. Raimes (1983) argues that getting student to communicate ideas is a skill that must be encouraged and cultivated. Sentence starters, journals and free-writers are good ways to build writing fluency and to encourage student to practice writing down thoughts. Continue building this skill by teaching student the value of drafts in writing. Prewritten, or brainstorm for ideas, the write a rough draft. Edit and revise a rough draft until you are pleased with the final product. The drafting process is a valuable skill for all writers and will give student a final product they can be proud of.

### **The Genre in Writing**

Mongot (2009) defines that there are thirteen types of text which support writing in mapping the idea, they are:

1. Narrative; the text has purpose to amuse or entertain the readers and to tell a story.
2. Recount; it has purpose to retell something that happened in the past and to tell a series of past event.

Narrative and recount in some ways are similar. Both are telling something in the past so narrative and recount usually apply PAST TENSE; whether Simple Past Tense, Simple Past Continuous Tense, or Past Perfect Tense. The ways narrative and recount told are in chronological order using time or place. Commonly narrative text is found in story book; myth, fable, folklore, etc while recount text is found in biography. The thing that makes narrative and recount different is the structure in which they are constructed. Narrative uses conflicts among the participants whether natural conflict, social conflict or psychological conflict. In some ways narrative text combines all these conflicts. In the contrary, we do not find these conflicts inside recount text. Recount applies series of event as the basic structure

3. Descriptive; this text has the purpose to describe a particular person, place or thing in detail.
4. Report; it is to present information about something in general, as it is.

5. Explanation, the purpose is to explain the processes involved in the formation or working of natural or socio-cultural phenomena.
6. Analytical Exposition; the purpose is to reveal the readers that something is the important case.
7. Hortatory Exposition; it is to persuade the readers that something should or should not be the case or be done

Then what is the basic difference between analytical and hortatory exposition. In simple word, Analytical is the answer of “How is/will” while hortatory is the answer of “How should”. Analytical exposition will be best to describe “How will student do for his examination? The point is the important thing to do. But for the question” How should student do for his exam?” will be good to be answered with hortatory. It is to convince that the thing should be done.

8. Procedure, it is to help readers how to do or make something completely.
9. Discussion; the purpose is to present information and opinions about issues in more one side of an issue.
10. Review; it is to critique or evaluate an art work or event for a public audience.
11. Anecdote, the purpose is to share with others an account of an unusual or amusing incident.
12. Spoof; to tell an event with a humorous twist and entertain the readers.
13. News Item; it has purpose to inform readers about events of the day which are considered newsworthy or important

### **The Nature of Writing**

Brown (2001) states that learning writing means learn to organize the experience, information and ideas particularly different language pattern. To produce a good text of writing needs hard practice and process. Writing is not only how to make sentences in paragraph, but also how to express the ideas in consecutive way through the appropriate graphic symbol and structure. David Nunas suggests that Writing is an extremely complex continues activity in which the writer required to demonstrate control of a number of variables simultaneously. To get fluent writing, the writer has to check some components such as word, grammar linking ideas and spelling before finishing the writing. In order to make the activities of writing meaning full and understandable, the activities of writing must be communicative. The students should know exactly what they want to convey.

## **The Writing Process**

### **a. Self questioning**

Asking themselves questions about their writing to establish audience and purpose in their own minds, for example:

- Why am I writing this text?
- Who am I writing for?
- What kind of language do I need to use?
- What do I need to tell them?
- How will I organize my work?

### **b. Planning content**

Thinking about plot, theme, information content, etc., to suit the task through:

- brainstorming ideas, alone or with others
- researching the topic in books or on-screen, and making notes using other resources to stimulate and/or inform.

### **c. Sounding out**

Rehearsing what is to be written orally prior to writing in small groups or with talk partners and experimenting until it sounds right.

‘If they can’t think it, they can’t write it.’

### **d. Writing first draft - Getting something down on paper or on-screen.**

Focusing on the sequence of ideas or content. ‘Having a go’ at problematic spelling at this stage using spelling strategies specifically taught. This is especially important for under at training learners and dyslexics or learners with specific learning difficulties (SpLD) who should not be allowed to become de-motivated by errors or poor handwriting.

### **e. Revising the text - Reading what has been written aloud to a partner or to self.**

This highlights omissions, grammatical inconsistencies, etc. That might not be apparent if the work is read silently since the writer will often ‘read’ what should be there rather than what is actually on the page.

Reviewing the text and identifying:



- whether or not the text makes sense
- whether or not it needs further detail to support the plot, add to description or provide missing information
- whether or not the tone is appropriate for the audience
- whether or not anything needs to be omitted because it is repetitive or irrelevant, etc.
- making revisions on paper or on-screen.

d. Editing - Checking:

- organization or sequencing of ideas or events or paragraphs to ensure writing is coherent
- spelling, punctuation and grammar.

e. Preparing final copy -

Producing a final copy suitable for 'publication', preferably for a real audience, paying attention to presentation either in legible handwriting or through using ICT.

## Poster

There are several definitions of poster as follows:

Poster is a sheet announcement or plaque to convey information installed in a public place or a place that can be read by the public. Language used to make the poster should be short, dense, interesting, and persuasive (to be invited).

Posters are all forms of print media in the large-sized wall plug or similar surface. Generally posters consist of text and visual elements, except that there are also posters that contain text or completely entirely visual. Poster designed for attract attention at once convey information.

Posters or placards are works of art or graphic design that includes the composition drawing on paper and letters are large. Its application taped on a wall or other flat surface with eyes as hard as attention-seeking nature possible because it is usually made with contrast colors and strong poster. Posters can be a means of advertising, education, propaganda, and decorations. Besides, it can also be a copy of the famous works of art. Regarding the content of poster, the contents of poster can be aimed as provide information, provide suggestion, provide ban, and provide warning.



### **Characteristics of Poster**

There are five characteristics can be described as the characteristics of poster:

1. It can reach the target heterogeneous audience.
2. It has a high frequency so that it can be seen many times.
3. Rapidly gaining attention.
4. The existence of a harmonious unity between the elements of the preparation of the poster as a text element verbal headlines, body copy, caption, visual elements or visual (illustration or design elements).
5. Giving surprise that draw attention, can be achieved with contrasting colors, illustrations, fonts and composition.

### **Principles of Posters Design**

#### **1. Balance or Balancing**

The balance is a principle in the composition that avoids the impression of bias over a field or space that is filled with such elements. There are two types of balance layout workable design: symmetrical design or formal and not symmetric or asymmetric or non-formal.

- ☐ Balance in shape and size
- ☐ Balance in color
- ☐ The balance is obtained because of the texture
- ☐ All this was most noticeably is the balance that is formed from composition

#### **2. Chronology Read or Movement**

Grooves are arranged systematically read by designers to direct "eye reader" the tracing information, from one section to another.

#### **3 . Emphasis**

Emphasis can be achieved by making the title or illustration which is much more prominent than other design elements in order of priority.

Emphasis can be achieved by :

- ☐ Comparison of size

- Background that contrasts with writing or drawing
- The clear distinction
- Utilizing field empty
- The different types, sizes, and font colors

#### 4. Unity

Some parts of the poster should be merged or split in such a manner groups of information. For example, the name of the building where the event took place must be near the text of the address. Unity can be achieved by:

- Bringing some design elements
- Created stacked
- Utilize information for separation
- And the difference in information
- Difference of background color

#### 5. Impression or Specific Appeal

Poster designed for specific purposes based on a theme. This is to provide "Impression" an appropriate touch to the product, event, or service. For example:

- Poster for women should be impressed feminine perfume, soft or decorative.
- Poster to sell the truck, you should use heavy colors, the letters thick and massive

### **Online Poster Presentation**

Online posters provide a new range of possibilities for interactive and feature-rich presentations. Online posters can include multimedia, such as audio and video, as well as images and text. Their flexibility helps foster student creativity and skills, and provides a platform for building engaging, collaborative, and visually powerful presentations. Online posters offer exciting new opportunities for students to present ideas and knowledge in many subjects, include language learning. An online poster made from different programs in the computer. Those programs support students to make poster in a different form. It can be in result of slide from Microsoft Power Point, poster from Corel Draw program or Photoshop, Autocat program, and many other programs in computer or online. With many resources available online, anyone can design professional posters. Whether people need movie posters, advertising posters, motivational posters, or informational posters, each are possible when

they have the right tools. Here there are some steps in designing an online poster (Butz, et.al, 2004). They are:

1. **Choose Layout.** The best way to choose layout is by viewing posters designed in the style needed. There are also many poster design tutorials available online.
2. **Choose Image.** The image of poster needs to be daring, unique, emotional, basically any photograph or graphic that will turn heads.
3. **Choose Fonts.** People will need two different fonts for the poster design - one for the headline and one for the body text. Keep in mind that the font has been chosen should be readable so that viewers do not get discouraged and miss the message.
4. **Choose the Communicative Language.** Since poster is one of mass messengers, the content or language in the poster should be effective. Using figurative language sometimes is suggested to strengthen the message.

#### **Online Poster to Activate Students' Writing Ability**

Making online poster is quite new for the students since the teaching process is rarely using online way. Online poster has strength in the way to make, the content, and the publishing. Students are eager to make because it does not only involve words or texts, but also images and designs which are free chosen based on the theme. It is a good way to practice writing because students write in different form of writing product. The process of students in making the online poster can be elaborated as follows:

1. Determining the theme for the poster.  
Students are given guided questions or information to find theme which is simple and familiar for them.
2. Constructing a simple text about the theme.  
In this stage, they make a text based on the theme chosen.
3. Creating a poster from power point consist of words or phrases and images.  
After making a text, students create poster by using Microsoft Power Point. They are browsing images as the supporting aspect in poster and designing it based on the theme and the text they have written.
4. Filling the power point with the voice as the explanation for every slide.  
Students make the poster becomes more alive by filling the poster in the slide with their voice consists of the explanation the designed poster the have made.
5. Uploading the poster into *Youtube* or *Blog*.

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